



Market Week Suggestions and Bargains For the Benefit of Every Economical Woman

The Regan Store is more than prepared for Market Week. The store is literally loaded down with the new and fashionable wearables for women and children, and these are going to be offered to the public during Market Week at prices that attract. Beautiful suits, coats, skirts, waists and hats—all the newest. And our bargain list doesn't stop at the larger articles—there are hundreds of smaller articles that are beautiful and lasting. Here are a few of the prices—just glance over them and notice what bargains they represent.

Knit Underskirts 35c
 Women's Outing Petticoats 39c
 Mercerized Petticoats 98c, 75c, 55c
 Women's Outing Gowns 49c, 69c to \$1.25
 Children's Outing Gowns 49c
 Children's Sleeping Gowns 29c
 Women's Fleece Lined Union Suits 49c
 Women's Fleece Lined Union Suits 98c
 Children's Fleece Lined Union Suits—sizes 6 to 14 25c
 Kimonos 98c, \$1.15 and \$1.25
 Brassieres 25c, 49c, 65c
 Women's Hosiery 10c, 12 1/2c, 25c

Women's Silk Hosiery 35c, 49c, 65c, 85c
 Children's Hosiery 10c, 12 1/2c, 25c
 Children's Knit Caps 20c, 25c, 35c
 Children's Knit Petticoats 39c
 Children's Outing Petticoats 15c
 House Dresses 79c, 89c to \$1.25
 Kid Gloves 98c
 Ribbons 10c
 Handkerchiefs 3c, 5c, 10c, 25c, 35c
 Hair Pins, per package 1c
 Darning Cotton, per ball 1c
 Safety Pins, 2 papers for 5c
 Cotton Tape, per bolt 1c

Art Needlework Department

Stamped Huck Towels 10c
 Stamped Pillow Cases 10c
 Stamped Boudoir Caps 10c
 Stamped Tea Aprons 10c
 Stamped Children's Dresses 10c
 Stamped Luncheon Sets 10c
 Stamped Dollies 10c
 Stamped Laundry Bags 10c

Stamped Sofa Pillow Tops 10c
 Colored Crochet and Tatting Thread 4 balls for 25c
 Embroidery Thread 2 skeins for 5c
 Novelty Braids 2 for 25c

Coronation Card, Shuttles, Initial Forms, Crochet Hooks, Embroidery Hoops, Needles, etc.

—Coats
 —Suits
 —Skirts
 —Waists
 —Hats
 —Dresses
 —Corsets

—Auto Vells
 —Velling
 —Embroidery
 —Laces
 —Neckwear
 —Yarn
 —Toweling

—Linen
 —Art Crash Linen
 —Turkish Towels
 —Towel Sets
 —Lunch Cloths
 —Lunch Sets
 —Scarfs and Center Pieces



Sale of Millinery

We have just received and unpacked a fine new shipment of

FISK HATS

They are nearly all shapes, and are mostly the new Silk Velvet now deservedly so popular. These will be included in the Market Week Sale at

98 Cents

We are closing out our stock of pattern and trimmed Hats almost at cost. This is a rare opportunity for you to get a beautiful new stylish hat at almost your own price.

SUGGESTIONS

Stamped Toilet Cases, Corset Bags, Skirt Cases, Brush Cases, Tie Racks, Pin Cushion Tops, Card Table Covers, Bungalow Tea Sets, Square and Round Center-Pieces, Linen Towels, Handkerchief Bags, Library Scarfs, Pillow Tops, Pillow Cases, Night Gowns, Envelope Combinations, Hosiery of all Kinds.

Dozens of Other Bargains

The Regan Store

OPERA HOUSE BLOCK

THE ALLIANCE HERALD

LLOYD C. THOMAS, Business Manager
 JOHN W. THOMAS, Editor HARVEY E. RHODES, City Editor

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GREAT THINGS FROM SMALL BEGINNINGS

Great things have small beginnings. A spectacle maker, Jan Leippersheim by name, living in Holland, invented a crude magnifying glass in 1608. Anton von Leuwenhoek, born in Delft, this day 1632, improved this clumsy toy and evolved a compound microscope which has become the most valuable sanitary tool yet devised by man. That first microscope was as far removed from the high-powered instrument of today as is the modern American from the original cave-man. Yet by this faulty means, Leuwenhoek, naturalist, physician and botanist, discovered certain minute bodies which he called "little animals". He made drawings of these and today we know them for those useful friends and malignant enemies of man—bacteria.

We spend our days surrounded by another world, a living world of countless billions, invisible to the naked eye, silent, tireless, destroying the living, consuming the dead, useful in the sciences and arts, yet often followed by a train of sickness, suffering and death. A curious paradox this, yet bacteria are at once the greatest friends and the fiercest foes of every living thing. Not animals, as Leuwenhoek thought, but vegetables, bacteria consist of two classes, those which prey on living things and those which reduce to their original minerals, fluids and gases, every dead thing which they attack. They are of various shapes, round like marbles or straight like little sticks. They grow in clusters, chains, and in pairs. They are ubiquitous. The dusty air, the earth and its waters, the interior of animals and plants all contain them. They cause the fermentation of foods, they make cheese, they produce disease and some of them when killed and injected into an animal protest it against the very disease which they would have produced if living. Many of them live as harmless creatures in the body of an animal for years, only to kill their host when the opportunity presents. Their study has given birth to a science, bacteriology, one of the foundation stones of public health.

Their mere presence does not necessarily produce disease. Recalling the parable of the sower, some bacteria fall by the wayside, some fall upon stony places, and some fall in good ground and bring forth the fruit of suffering, perhaps of death. A normal, temperate life, free alike from the glutony of idleness or overwork, the sound mind in the sound body, a cheerful, normal environment, these form the stony places in which bacteria take no root. The depraved appetites of mind and body, the dark and sordid atmosphere of penury, the nerve racking and strength undermining trades, these prepare the good ground.

The great weapon against bacteria is cleanliness. The mastery over premature death lies to a great measure in our own hands. Clean persons, clean cities, clean workshops and clean lives are the makers of public health. The United States Public Health Service and other sanitary bodies of this country are gradually bringing these facts home to the general public. In this way cleanliness is becoming more general, and the span of life in America is gradually being lengthened. All of which is largely due to the microscope.—Bulletin.

COME TO ALLIANCE NEXT WEEK

Next week, from October 25th to 30th, will be the first "Market Week" for Alliance. The merchants of our little city have donated over \$500 in cash from their pockets to help pay the entertainment expenses, in addition to the donation of a fine steer for the barbecue by that big-hearted ranchman, Charlie Tully, who showed himself to be a good booster by the biggest donation of all. The committee of busy business men who have the entertainment in charge have donated of their time in helping arrange the program. The Alliance Volunteer Fire Department will place an attraction on the program Monday af-

ternoon that will be well worth seeing. On Tuesday the big barbecue, one of the star features of the week, will be pulled off under the direction of Harry Mollring, who is thoroughly capable of superintending a job of this kind. Percy Cogswell, manager for Wednesday, who has driven a Ford car for years, has a program for Wednesday that will show some new stunts with the little cars that are so popular. On Friday Ira E. Tash, the "old timer" who knows everyone in the county, will superintend the horse show, the chicken show and the agricultural exhibit. On Friday, Lee Moore starts off his program with a big Battle Royal on main street—a dozen prize fights in one. The baby show at the court house will be a star attraction. Saturday is to be the last day, with Lloyd Thomas and Ben Sallows, who control the destinies of western Nebraska's two leading sheets, in charge of festivities. The animal parade in the morning will beat any circus that ever came to town, the boys' and girls' races will keep the kids busy until 4 o'clock, when the free matinee for children starts at the Empress theatre. Everything considered, the week will be well worth spending in Alliance. Alliance merchants are making announcements in this issue of The Herald that should be carefully read and heeded when shopping here. Plan to make a visit to each store represented while in the city.

BIG BOOST IN CIRCULATION

The Alliance Herald takes a big boost in circulation this week, caused by the addition to our subscription list of the sub list of the Journal which has been published heretofore at Hemingford. The Journal circulation is mostly in Box Butte county. The subscribers who have been receiving the four-page Journal will now receive The Herald weekly with a Hemingford department and a paper that averages from ten to twenty-four pages in size. The advertisers who patronize The Herald will receive the added benefits of reaching 3,000 subscribers per week instead of 2,500. The Journal was purchased by The Herald Publishing Company several months ago, and this move has been considered for some time.

STRONG TESTIMONIAL FOR ALLIANCE

The successful sale of the forty-two lots comprising Fairview Addition yesterday afternoon by the Box Butte County Fair Association is a strong testimonial for the continuous growth of Alliance. Many

ANIMALS SLAUGHTERED UNDER FEDERAL MEAT INSPECTION, JULY, 1915

Chicago	143,776	33,755	271,638	428,839
Fort Worth	42,133	10,290	12,569	16,384
Kansas City	79,474	8,487	60,775	161,157
National Stock Yards	46,687	4,972	56,419	95,599
Sioux City	16,266	1,905	7,844	110,396
South Omaha	39,725	962	159,316	151,398
South St. Joseph	21,291	1,526	30,053	101,334
All other establishments	206,830	100,104	385,066	1,428,278
Total:				
July, 1915	596,142	162,001	983,680	2,493,385
July, 1914	505,244	153,448	1,171,105	2,259,540
Jan.-July, 1915	3,802,703	1,123,910	6,563,722	22,775,795
Jan.-July, 1914	3,504,090	1,076,467	8,071,360	18,825,833

HORSES AND MULES INSPECTED FOR EXPORT TO EUROPE AND CANADA

The following statement shows the numbers of horses and mules inspected by the Bureau of Animal Industry for export to Europe and Canada since the outbreak of the European war:

	To Europe	To Canada	Total		
	Horses	Mules	Horses		
	Mules	Horses	Mules		
			Animals		
Aug., 1914, to Feb., 1915	117,934	19,494	31,473	10,863	179,764
March, 1915	36,889	5,300	4,830	3,450	50,569
April, 1915	35,135	10,271	4,857	4,287	54,550
May, 1915	38,564	13,513		4,863	56,940
June, 1915	32,269	12,863		657	45,789
July, 1915	35,285	13,863			
Total, 12 months	296,076	75,304	41,260	24,120	436,760

of those who purchased lots are planning to build thereon. Year by year Alliance grows. The citizen who lives here does not notice the changes as does the person who returns after an absence of a year or two. Alliance is steadily going forward. It's a good place to live and a good place to invest money. As Wm. Athey, who purchased four lots in the addition and who is a farmer living near Hemingford, said, "I will only have to go and dig a couple of acres of potatoes to pay for each lot. The land only cost me fifteen dollars an acre, and I raised a crop worth four times that on each acre this year. It certainly beats farming back East where I came from two years ago."

BECK PRICES AT SOUTH OMAHA

Beef Rules Stronger and Feeders 10 to 15c Higher.

HOG MARKET ABOUT 5C UP.

Fat Lambs Strong to 10@15c Higher. Feeders Fully Steady, With Choice Stuff Bringing \$8.50—Aged Sheep in Good Supply and Stronger.

Union Stock Yards, South Omaha, Oct. 19.—Cattle receipts yesterday totaled 11,700 head. To all intents and purposes it was a steady market for corn fed beefs, as there was very little fed stock in the yards, fully 95 per cent being western grassers. Both dressed beef men and feeder buyers were out after western cattle and competition was brisk for desirable stock of all kinds. Prices looked anywhere from strong to a dime better than the latter part of last week, and business was tolerably active at the advance all day. Cows and heifers also sold to a better advantage. The demand for stock cattle and feeding steers was very keen and prices anywhere from a dime to a quarter better than last Thursday.

Cattle quotations: Prime beefs, \$9.75@10.00; good to choice beefs, \$9.00@9.75; fair to good beefs, \$8.30@8.85; common to fair beefs, \$6.75@8.25; good to choice yearlings, \$9.00@9.75; fair to good yearlings, \$8.50@9.00; common to fair yearlings, \$6.50@8.00; prime grass beefs, \$8.00@8.60; good to choice grass steers, \$7.20@7.80; fair to good grass steers, \$6.60@7.15; common to fair steers, \$5.50@6.50; good to choice grass heifers, \$6.00@7.00; good to choice grass cows, \$5.75@6.25; fair to good cows, \$5.00@5.65; canners and cutters, \$3.75@4.75; veal calves, \$7.00@10.00; bullocks, stags, etc., \$4.25@6.25; prime feeder steers, \$8.00@8.50; good to choice feeders, \$7.40@8.00; fair to good feeders, \$6.60@7.30; common to fair feeders, \$5.50@6.50; good to choice stockers, \$7.50@8.00; fair to good stockers, \$6.50@7.25; common to fair stockers, \$6.50@7.25; stock heifers, \$5.75@6.75; stock cows, \$4.75@6.00; stock calves, \$5.50@8.00.

Some 3,800 hogs arrived yesterday. The market was fairly active with prices nearly a nickel higher than last Saturday. Bulk of the supply moved at \$8.30@8.40, and tops reached \$8.45.

Sheep and lamb receipts totaled 3,500 head. The market for fat lambs was a little slow, but prices were quoted as strong to 10@15c higher than last Friday, or just about steady with a week ago yesterday. Bulk of the offerings moved at \$8.50@8.65. Feeding lambs were fully steady. A good share of the desirable stuff moved at \$8.25@8.40, and some choice ones up to \$8.50. Feeding ewes sold as high as \$5.40. Aged sheep were in good supply and sold at prices that were strong to possibly a little higher. Choice yearlings reached \$7.00, and best ewes went at \$6.15.

Quotations on sheep and lambs: Lambs, good to choice, \$8.50@8.65; lambs, fair to good, \$8.40@8.50; lambs, feeders, \$7.75@8.50; yearlings, fair to choice, \$6.00@7.00; yearlings, feeders, \$5.00@7.10; wethers, fair to choice, \$5.50@6.50; ewes, good to choice, \$5.00@6.15; ewes, fair to good, \$5.00@5.75; ewes, feeders, \$4.50@5.50.

"Modern Clothes for Men" Among those who are taking hold of the "Dress Up" campaign is E. G. Laing, who sells modern clothes for men. His large advertisement in this issue is full of sensible advice to men who want to appear to best advantage.

DO YOU KNOW ? - ? - ?

In what country a living pass-port is needed by every traveler.

What the population of the Sahara Desert is?

Where grasshoppers are served hot to traveling epicures?

What becomes of the wife of the Greek Priest who is raised to the rank of Bishop?

In what year occurred the fall of Pompeii?

Where "Cleopatra's Needle" is located and what has been its history?

Where is a professed bachelor not regarded as a man, though he live a hundred years?

The above as well as many hundreds of other interesting questions are answered in the

URTON HOLMES TRAVELOGUES

The delightful library of world information.